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CELESTIALITE

Out of the Darkness

BOTH common sense and science indicate that the best remedy for eye strain and poor vision is "more light and better light."

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CELESTIALITE

Out of the Darkness

Mankind lives by light. Primitive man worshipped the sun, the source of light. Civilized man has long concentrated every effort to approximate the perfect light of day with artificial light. During the last few years he has brought the electric lamp to a degree of perfection which seems phenomenal when compared with his first crude attempts to use electricity for lighting purposes.

The electrical industry has made amazing progress in developing artificial lighting, at a continually decreasing cost. One dollar now buys about 300% times more light than it did twenty years ago.

Today man needs light more desperately than ever before. Celestialite brings artificial light closer to daylight. It is advisedly named, for it is pre-eminent for the softness and radiance of its light. It has not the glare, harshness or color distortion of inferior equipment. Celestialite is the most practical "Next-to-Daylight" glassware that long experience has been able to produce for general lighting purposes.

Celestialite in the Office

At the desk, at the filing cabinet, at the architect's drafting table, at the typewriter, good lighting is imperative.

Many an office, now a hotbed of discontent where nothing goes smoothly, where bad humor is the order of the day, could have a prompt and orderly dispatch of business if it only had good lighting. Neither executive nor office worker can do his best when handicapped by inadequate lighting and its debilitating eyestrain, headaches and brain fatigue.

In every kind of office the priceless benefits of true economy, efficiency, and cheerfulness are sure to follow an installation of Celestialite glass.

That is why Celestialite is used in the offices of The Scientific American, a publication that would certainly choose scientifically correct lighting equipment.

That is why Bonbright & Company, the Wall Street banking firm, uses Celestialite in its offices. Since Celestialite was installed, all desk lamps have been discarded.

That is why the Metropolitan Life Insurance Company, foremost in the special thought it gives to the welfare of its employees and to the prolongation of all human life, has placed more than forty repeat orders for Celestialite for its offices.

That is why Celestialite was selected for the Santa Fe Building in Dallas, Texas, a building designed by Whitson and Dale, Architects, and regarded as one of the best office buildings in the country.

That is why the Federal Reserve Bank of San Francisco, the Standard Oil Building at Baltimore, and many other wisely managed business institutions throughout the world adopted Celestialite.

Therefore you, too, will naturally want Celestialite in your office.

Offices of the Scientific American —illumination by Celestialite.

Celestialite in the Store

Every retailer knows that large profits depend on rapid turnover. That rapid turnover depends on good display. And that good display depends on good lighting. He knows that "next to daylight" lighting is a profitable investment. That is why a daily increasing number of merchants are installing Celestialite.

Celestialite improves the appearance of any store. Its cheerful rays stimulate the sales force to give its best, for there is no wearying eye strain to impair alertness.

Celestialite, with its soft flood of day-like illumination, shows the merchandise to proper advantage, eliminating violent distortion of colors. Consequently there are fewer returns and fewer dissatisfied customers where Celestialite is used. Both the customer and the store owner profit by Celestialite. The customer is better

served. The owner increases his sales.

It is therefore no accident that Celestialite has been installed by leading department chain and other retail stores all over the world. Among them are such well known names as these:

John Wanamaker of New York and Philadelphia
Selfridge's & Company of London, England
James McCreery & Company of New York
M. Rich & Bros. Company of Atlanta, Ga.
The White House, of San Francisco, Calif.
Strawbridge & Clothier of Philadelphia
The Hudson's Bay Company of Canada
Joseph Horne Company of Pittsburgh
Jordan Marsh Company of Boston
Brooks Brothers of New York
La Salle & Koch of Toledo

Thousands of stores the world over use Celestialite. Recently a leading dry goods merchant in Australia sent his consulting engineer on a trip around the world to study equipment and select the best of everything for his new department store. After a careful comparison of lighting in all the important stores in both Europe and America Celestialite was purchased for the new store in Australia.

Main floor, Interior, Hudson's Bay Co. of Canada, illumination by Celestialite.

Celestialite in Education

Educators invariably set standards of their own, and they are usually standards worth following. For their standards are based on scientific researches involving tests, measurements and long years of study.

And when educators select lighting equipment they will naturally select equipment that will minimize glare; that will be restful to the eyes; that will most nearly approach daylight.

No light is too good for your children. Millions of adults today suffer from eye strain that is the result of the inadequate lighting under which they studied. You can safeguard your children's eyesight by seeing to it that the schools and colleges of today adopt Celestialite.

You can look right at Celestialite without hurting your eyes. Under its soft rays students study better. Teachers work more effectively. Morale is raised. Good health is promoted and general progress increased.

In a recent inspection of one million school children in New York City, the medical examiners found poor eyes the chief difficulty. It was determined that "many of the boys and girls who drop out of high school during the first year have visual defects which retard their progress."

No wonder Celestialite equipment is being ordered for many of the finest schools and universities in the country! The scientists of Columbia University recently ordered Celestialite for their new Physics Building after testing out a great variety of other lighting systems.

Many of the public schools in Boston—city of leadership in education and child welfare—use Celestialite.

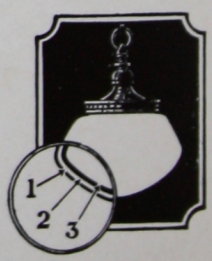
Such universities as Wesleyan, Princeton, Virginia, Pennsylvania, College of the City of New York, Stevens Institute of Technology, Rensselaer Polytechnic Institute and many others have installed Celestialite after making the most careful scientific tests of its merits.

An educational authority says that "every failure up to High School costs the State $456.00." Yet at an estimated cost of less than $1.50 per child per year Celestialite illumination could be provided and failures and backwardness materially decreased.

Library of the New Physics Building of Columbia University —illumination by Celestialite.

Celestialite's Three Layers:

1. a layer of crystal clear transparency—for body and strength.
2. a layer of white glass—to diffuse the rays and soften the light.
3. a layer of blue glass—to whiten and improve the quality of the light.



THE Lighting Comparison Cabinet shown here has two compartments of the same shape, design and paint finish. These compartments are lighted with lamps of the same age, candle power and wattage. The lamp on one side is encased in Celestialite three-layer lighting globe, one of which layers is blue. (See diagram below.) The lamp on the other side is encased in a lighting globe having no blue.

There is a distinct difference in the quality of light shown in these two compartments—instantly apparent. Naturally, it is impossible to reproduce this difference accurately on the printed page.

We suggest, therefore, that you see with your own eyes what this cabinet shows.

You can then judge for yourself the appearance of various kinds of materials under each of these two qualities of light. You will then see the relative liveliness and pleasing appearance of colored materials under Celestialite as compared with other glass.

It is of importance to anyone considering lighting equipment to know the qualities of Celestialite glass. We offer this lighting comparison test as one means of assisting you to make a selection of lighting glassware. Many of our distributors have these cabinets available and will be glad to give you a demonstration. Write to us and we will arrange to have this cabinet shown to you.

A great optical expert says:

"Study daylight effect. The excess of yellow light from most of our artificial light sources should be neutralized by blue filters of suitable tint in order to approach daylight.

"Cheerful surroundings, well illuminated, add a great deal to the comfort of the individual, as seeing is a nerve action. A soft, velvety light of moderate intensity will prove most satisfactory in order to prevent eye fatigue."

Celestialite glass because of its 3 layer construction, one of which layers is blue, provides a soft day-like light.

Celestialite in the Hospital ' ' '

Both the well and the sick need the favoring influence of good lighting. The strong need it that they may work quickly, easily, surely. The sick need its comfort and cheer.

The soft, kindly radiance of Celestialite provides gentle stimulation and inspires confidence. It is a glass that softens and diffuses the light, filtering out the glare that is frequently so irritating.

A prominent surgeon, after inspecting a Celestialite installation in a great hospital recently, said that Celestialite is a lighting unit under which a person can live with real comfort.

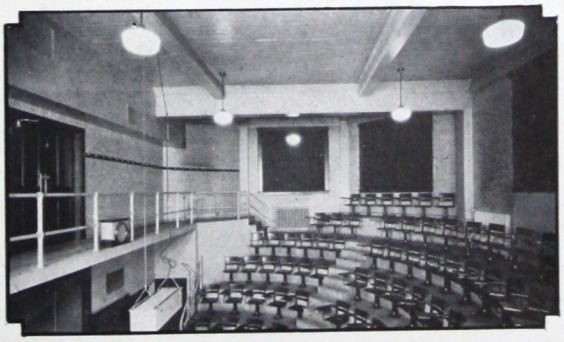
Physicians and directors of hospitals have been quick to recognize the benefits of Celestialite.

St. John's Hospital of Brooklyn, New York, is only one of the many institutes of mercy that have reduced the eye strain and increased the cheerfulness of their patients and the efficiency of the staff by adopting Celestialite.

The head of the Medical Department of one of our great universities tested out many different lighting systems for its new medical laboratory building. After observing what Celestialite would do, he told those in charge that if they did not provide Celestialite, he would pay for it out of his own pocket rather than see the laboratory deprived of its benefits.

Research workers in one of the world's greatest laboratories for medical research tell us they can read their delicate instruments better under Celestialite than they can under any other light.

These endorsements of Celestialite in actual use in leading hospitals and medical institutions tell you more about Celestialite than any claims we could make.



The Diagnostic Laboratory, City Hospital, Cleveland, Ohio—illumination by Celestialite.

Celestialite in Industry

In a recent address before the Ohio State Safety Congress a great expert said:

"It must be regretfully admitted that one of the surest products to be turned out of our schools is defective eyes. At the termination of their school classes, about one out of three pupils graduates with eye defects. The fact that so many workers begin their careers in factories handicapped by defective eyes makes the need for good factory lighting just so much greater."

It is estimated that no less than fifteen per cent of all industrial accidents could be eliminated if factory lighting were modernized. The saving to industry in wages, lost time, spoiled materials and reduced production would amount to about two billion dollars a year.

Perfect factory lighting costs little more than poor lighting, but it pays fabulous dividends in increased production and better workmanship.

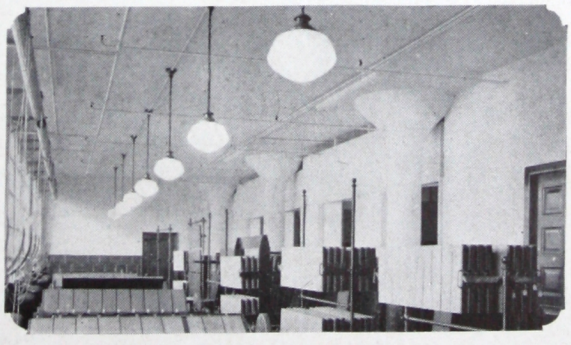
In addition to its improved light, Celestialite reacts beneficially upon the physical and mental condition of the workman.

Factory managers everywhere report that under perfect lighting the workers see better, work faster and are much happier and more contented. Cheerful workmen make more goods and do better work.

"500% Dividends If Good Lighting Were Put On the Payrolls of Our Industry," says Dr. M. Luckiesh, Director of Lighting Research Laboratory, of the General Electric Company at Nela Park.

He continues, "let us view a few of the immediate economies possible at present. If good lighting to the extent of twenty-foot candles were put on the payroll of our industries and other work-places, it would pay at least 500% in dividends. In other words, it is conservatively estimated that at least a 10% increase in production would result in excess of the increase in production necessary to pay the lighting bill."

Just think what a 10% increase in production means! Review your entire lighting system. Then install Celestialite and watch your profits grow.



Celestialite installation, silk winding department, U. S. Testing Co., Hoboken, N. J. Perfect lighting is essential here for the delicate work of winding the silk 100 threads to the inch.

Celestialite and the Architect

Of all workrooms, the architect's drafting room must have effective and correct lighting. Experiences such as the following testify to the fact that Celestialite gives this effective and correct lighting.

The illuminating engineer of a large organization recently told us that "the company lighted its drafting rooms with one hundred and sixty-eight 200 watt Celestialite globes mounted four to a bay on 9′ 2″ centers. There were two hundred tables in the room and the draftsmen had to work to scales as minute as 100 feet to the inch. The Celestialite illumination was so satisfactory that no local illumination of any kind was required for any of the two hundred draftsmen.

"Tests were made at regular intervals, and it was found that after four years' operation, the depreciation amounted to less than one percent."

That is why Lockwood, Greene Engineers, Inc., the well known New York firm of consulting engineers, uses Celestialite in its own drafting rooms.

That is why Clinton & Russell, distinguished New York architects, have for a long time been specifying Celestialite for use in many fine buildings they have planned, such as:

Lawyers Title Insurance Company, New York City
Humble Oil & Refining Co., Houston, Texas
Imperial Oil Company, Toronto, Canada
Elks National Home, Bedford, Virginia
Life Insurance Company of Virginia

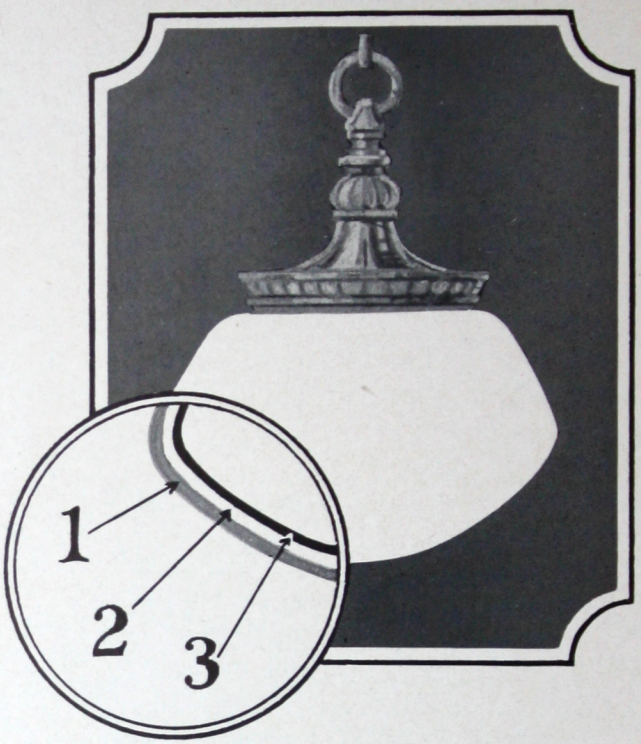
Celestialite has been used in the following buildings designed by Starrett and Van Vleck, Architects:

Strouss-Hirshberg Company Building, Youngstown, Ohio
F. & R. Lazarus & Company Building, Columbus, Ohio
The Kresge Department Store, Newark, N. J.
LaSalle & Koch Company, Toledo, Ohio
R. H. Muir, Inc., East Orange, N. J.

York & Sawyer, another distinguished firm of architects, used Celestialite in such important buildings as, The National Bank of Commerce, New York, and the French American Banking Corporation of New York.

And so it goes. Wherever the architect's discrimination is brought to bear on lighting problems, Celestialite meets with favor.

Drafting Room of Lockwood, Greene Engineers, Inc.—illuminated by Celestialite.



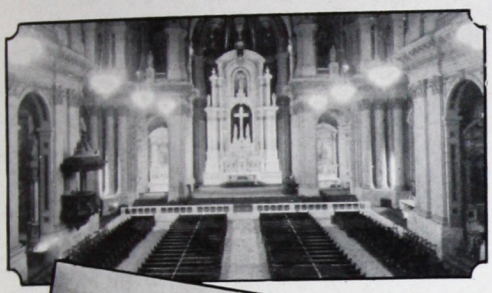
Why Three Layers?

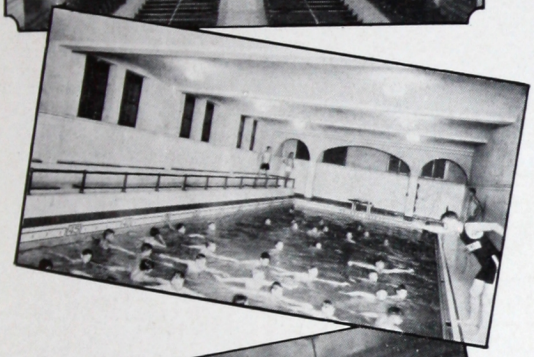
To provide the closest approach to daylight practical for general lighting, we have perfected a lighting glassware that gives a very satisfactory combination of adequate quantity of light with pleasing color and quality.

To secure the best results it is necessary to use three layers. 1. The outer layer is of crystal clear glass to provide body and strength. 2. The middle layer is of white glass to diffuse the rays and soften the light. 3. The inner layer is of blue glass to whiten and improve the quality of the light.

This three-layer construction gives such unusual strength to Celestialite glass that replacement orders for breakage are extremely rare.

A Few Prominent Users of CELESTIALITE





The photographs on this page represent a wide variety of Celestialite installations. They are: Church of The Gesu, Philadelphia, Penna. Swimming Pool of the Y.M.C.A., Lancaster, Penna. Selfridge's Store, London, England, and the offices of the New York Sun, New York City. Among other users of Celestialite are:

John Wanamaker, New York

Metropolitan Life Insurance Company, New York

New York Times Building, New York

Columbia University, New York

Princeton University, Trenton, N. J.

Medical Laboratory of the University of Pennsylvania

Travellers' Insurance Company, Hartford, Connecticut

Farmer & Company, Ltd., Sydney, Australia

Abercrombie & Fitch, New York

High Life Department Store, Mexico City

National Bank of South Africa, Capetown

Standard Oil Building, Baltimore

Rensselaer Polytechnic Institute, Troy, New York

St. John's Hospital, Brooklyn, N. Y.

Santa Fe Building, Dallas, Texas

Baltimore & Ohio Railroad Office Bldg., Baltimore, Maryland

Jordan Marsh Company, Boston

National Bank of Commerce, New York

International Text Book Company, Scranton, Pennsylvania

Joseph Horne Company, Pittsburgh, Pennsylvania

Federal Reserve Bank, San Francisco

La Salle & Koch, Toledo, Ohio

Upon request, we shall be pleased to send you a sample of Celestialite glass showing its three-layer construction and to refer you to one of our distributors in your territory.

GLEASON-TIEBOUT GLASS COMPANY

Celestialite Division

200 Fifth Avenue

New York City

Reg. U.S. Pat. Off.